



# 2026 IMA SPRING CONFERENCE

## MARCH 24-25, 2026 | CORALVILLE HYATT HOTEL

The mortgage industry continues to evolve, with increased competition, changing market conditions, and rising expectations from borrowers. Now more than ever, mortgage professionals must strengthen their skills, expand their knowledge, and stay ahead of industry trends. To support you, the Iowa Mortgage Association is proud to present the 2026 IMA Spring Conference. This full-day event is designed to deliver practical, actionable education—covering relationship-driven business success, Iowa's housing and economic landscape, appraisal and UAD updates, leadership insights, and personal growth. With expert speakers, networking opportunities, and recognition of the state's top producers, the Spring Conference will equip you with the tools, perspective, and motivation you need to excel in today's mortgage industry. Register today with the below form or online at [www.iowama.org](http://www.iowama.org).

### REGISTRATION

Full conference registration includes continental breakfast, luncheon, opening reception and all handout materials.

Members \$260  
Nonmembers \$520

Cancellation Policy: Refunds, less \$20, will be made for cancellation by March 17. Substitutions allowed any time.

### TUESDAY NIGHT RECEPTION

Join IMA on Tuesday night at 5:30 pm for an opening reception to kick off the conference!

### QUESTIONS

Please call the IMA at 800-987-7365 with any questions about the IMA Spring Conference.

### LOCATION

Coralville Hyatt Hotel, 300 E. 9th Street, Coralville, Iowa  
A block of rooms has been reserved until March 2. Ask for the IMA Spring Conference to receive conference rates. After March 2, rooms are available based on availability. Rate: \$145.

### DRESS

For your convenience, business casual attire is encouraged.

**REGISTER ONLINE**  
**[iowama.org](http://iowama.org)**

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### Mail form and payment to:

Attn: Registrar  
Iowa Mortgage Association  
8901 Northpark Dr.  
Johnston, IA 50131-6200  
online at [www.iowama.org](http://www.iowama.org)

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Name \_\_\_\_\_

E-Mail \_\_\_\_\_

Name \_\_\_\_\_

E-Mail \_\_\_\_\_



**LENDING**  
THAT BUILDS IOWA

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### TUESDAY, MARCH 24

**5:30 pm Welcome Reception**  
Join your fellow mortgage professionals for an energetic reception before the conference officially kicks off on Wednesday - complete with games and a friendly dose of competition.

### WEDNESDAY, MARCH 25

**8:30 am Registration & Continental Breakfast**

**9:00 am Welcome & Opening Remarks**  
*Terry Gearhart, Neighborhood Finance Corp.*

**9:10 am Beyond the Transaction: Building Lasting Relationships for Business Success**  
*Stacia Skinner, President, Creative Training Solutions*  
Building Lasting Relationships for Business Success will equip mortgage professionals with practical strategies to deepen relationships to drive consistent growth. Participants will learn how to elevate the level of their business relationships, leverage the power of the NST to stay relevant and top-of-mind, identify their true #1 competitor, and embrace the true meaning of sales in today's competitive market.

**10:30 am Break with Exhibitors**

**11:00 am Statewide Housing Analysis**  
*Les Sulgrove, Iowa Association of Realtors*  
This session is a review of the general market conditions and challenges from 2025 and how 2026 is poised to be a different and better market. Les will provide historical data from pre-covid time to post-covid. Discuss how it changed the mindset of home buyers and sellers. He will also touch on the new demographics of buyers and sellers as we move forward in 2026 and beyond.

**12:00 pm Networking Lunch**

**1:00 pm IMA President's Club and Winner's Circle Awards**  
*Terry Gearhart, Neighborhood Finance Corp.*  
Join us as we honor the state's top mortgage producers with IMA's annual awards.

**1:15 pm Appraisals & UAD 3.6: The Future of Property Valuation is Here**  
*Jeff Platfoot, MGIC*  
The new Uniform Appraisal Dataset (UAD) 3.6 is a complete redesign of the legacy appraisal forms! Laying the foundation for understanding the enhanced Uniform Residential Appraisal Report (URAR).

**2:15 pm Break with Exhibitors**

**2:45 pm To Boldly Go: Stepping Out from Ordinary to Extraordinary**  
*Ray McElroy, former NFL Player*  
Average, ordinary people accomplish extraordinary things all the time. Have you ever wondered what separates those who experience success versus those who constantly find themselves falling short? What a person sees, what they say, and what they show in their actions are all telling factors in their ability to take their professional and personal lives to the next level. TO BOLDLY GO is a program that dives right into the heart of a person's perceived reality, exposes the effects of negative self-talk, and inspires both organizations and individuals to create momentum towards greatness; daring to achieve, accomplish, and boldly go where others around them have never gone before!

**4:00 pm Adjourn and Grand Prize Drawing**

REGISTER ONLINE • [IOWAMA.ORG](https://IOWAMA.ORG)